

NOMINATION FOR AWARD

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| AWARD Outstanding Public Affairs Entry-Level Civilian | | CATEGORY (If Applicable) MAJCOM - Individual | AWARD PERIOD 1 Jan 02 -31 Dec 02 |
| RANK/NAME OF NOMINEE (First, Middle Initial, Last) GS-7, Sarah Anne Carter | | SSN (Enter Last 4 Only) 0192 | MAJCOM, FOA, OR DRU AFMC |
| DAFSC/DUTY TITLE 1035, Public Affairs Specialist | | NOMINEE'S TELEPHONE (DSN & Commercial) DSN 787-0046 Com 937 257-0046 | |
| UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE HQ AFMC Public Affairs, AFMC/PA, 4375 Chidlaw Rd, N152, Wright-Patterson AFB, OH 45433-5006 | | | |
| RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel Donna L. Pastor, DSN 787-6306, Com 937-257-6306, donna.pastor@wpafb.af.mil | | | |

SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)

Job Knowledge/Professional Qualities:

- No. 1 catch for PA! Motivated pro who's done more in only 6 months than most GS-7s do in 5 years
- From covering complex issues to designing and creating key PA products, one of the most vital members of a PA team responsible for informing 80,000 workers and media in the biggest U.S. cities
- Dedicated Air Force civilian and self-starter! Seeks out every opportunity to learn, on and off the job - Leisure readings include Air Force Doctrine, Air Force history books and even AF PA instructions
- "Go-to" PA who handles the toughest tasks. Hand-picked to accompany 4-star on cross-country C-17 delivery. Her resulting on-target story chosen by Air Force Print News for worldwide distribution
- Committed to mission! When her military counterparts were tasked to man base gates for security checks, she volunteered for force protection training so she could serve alongside her PA teammates
- When AFMC 4-star asked PA to produce the first command pocket brochure, Ms Carter got the call -- Did everything: design, writing, layout. Boiled a complex story down to an easily-absorbed product

Leadership/Organizational & Planning Skills:

- Leads by example! When office website expert retired, stepped forward to maintain PA web pages -- Trained several members of office on web processes, and also the newly hired web manager
- Well-organized planner. Took on the monumental task of developing an in-depth communication plan for AFMC's transformation efforts. Authored 27-page masterpiece lauded by transformation officials
- Made sure leadership was well armed! Organized prep material, including key messages, for 4-star's role in highly visible Big Brother/Big Sister event. Result: 4-star delivered impressive AF presence
- Possesses a special touch--chosen to design cover for Sep 11 anniversary edition of award-winning command magazine. Her skill and sensitivity clearly displayed AF commitment to war on terrorism
- First in line to volunteer and assist on everything from annual PA conference to office team-building
- Key player in preparing participants, attendees for major events involving senior AF leaders such as commander's calls and meeting of influential civic leaders from the biggest cities across the country -- Personally delivered key AF messages to VIPs from L.A., Boston, San Antonio, Salt Lake City

Judgement/Decisions:

- Laser-precise judgment! Whether she's representing PA in a meeting room filled with colonels or accompanying a general officer to a PA event, making the right decision comes naturally and easily
- 4-star's personal staff depended on her judgment and skill in producing commander's newsletter for retired 3- and 4-stars. Result: professional product retained these leaders as informed AF messengers
- Trusted by leaders. Provided on-scene guidance for 4-star at major "downtown" event. Flawless!
- Her keen judgement paid dividends when she was entrusted with updating commander's call topics website and coveted Centennial of Flight site. Result: Readers got bottom line info without the clutter
- Sees the big picture! As command PA guru for transformation, she understands the DOD perspective
- Rushes to aid of junior ranks, too. Jumped in to serve as a sponsor and mentor for new PA lieutenant

Communication Skills:

- Outstanding journalist! Articles are comprehensive, concise, well-edited and as good as any media pro -- Selected to write 4-star's Sep 11 anniversary message. He praised her poignant, sensitive work
- Her easy-to-read stories on such complex issues as AF search for new test pilots and lean logistics were gobbled up by Air Force Print News for worldwide distribution--typical of her expertise
- Other articles consistently lead the command's daily news service and AFMC's monthly magazine
- Her own commentary on Sep 11 anniversary tugged at the heart strings of every airman, civilian
- Correspondence and other works are fresh, crisp. Hand-picked to craft letters for senior leadership
- Customer-oriented communicator! She always knows what information her audience wants--and need!
- Powerful interpersonal skills. Whether interacting with generals or the public, she makes it look easy
- Pro at honing the message. Valued member of crack AFMC media training team--second to none
- Knows the business! Knows the mission! Tells AF story with ease of seasoned PA veteran. Awesome!